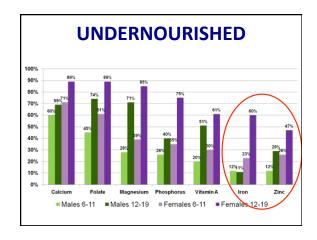
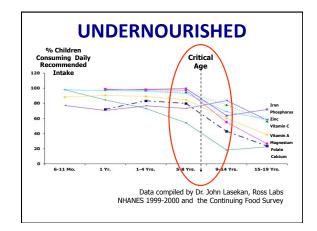


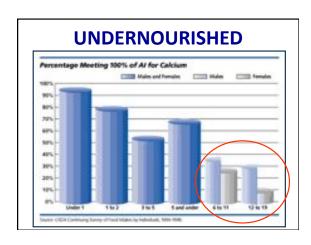




UNDERNOURISHED 2010 Dietary Guidelines for Americans SHORTFALL NUTRIENTS For children, especially teens VITAMINS A, C, D, and E MAGNESIUM, PHOSPHORUS, POTASSIUM, CALCIUM, and DIETARY FIBER





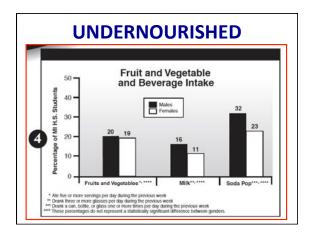


Dayle Hayes, MS, RD

Nutrition for the Future ~ <u>EatWellatSchool@gmail.com</u>

<u>www.eatwellatschool.blogspot.com/</u>

www.facebook.com/SchoolMealsThatRock



UNDERNOURISHED

When kids miss out on key food groups or nutrients, it deprives them of essential nutrients they need for optimal learning.



- Optimal nutrition is necessary for optimal cognitive functioning.
- Zinc and iron (along with other nutrients) are critically important to brain function.
- Sub-optimal nutrition can affect academic performance and even IQ scores.



ENVIRON Study

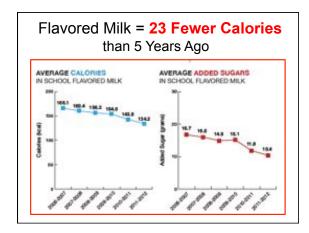
JADA April 2008

Children who drink flavored milk:

- √ Have comparable or lower BMIs.
- ✓ Consume more nutrients.
- ✓ Do <u>not</u> consume more sugar.









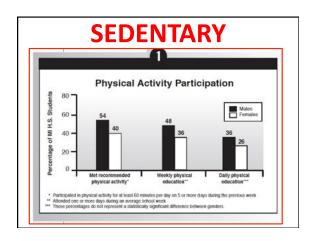


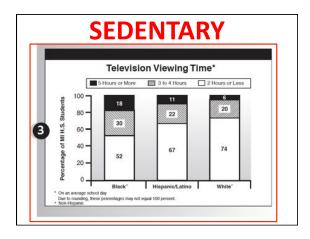


SEDENTARY

Youth activity trends are ALL heading in the wrong direction:

- More screen time entertainment, less active play at home
- Less physical education, more desk time at school
- Fewer walks to school, more rides in cars
- Girls less active than boys
- Weekend less active than weekdays





Being sedentary is an academic issue.

- Research supports a connection between being active and improved brain performance.
- Children who achieve more fitness standards tend to score higher on standardized tests.
- Excessive screen time undermines children's education.



Comprehensive Strategies Nutrient-rich meals/snacks + active lifestyles to: • Promote a healthy weight for all children • Improve overall health status · Enhance academic performance

- ite a healthy start on life for our children, from pregnancy through early childhood;
- empower parents and caregivers to make healthy choices for their families;
- serve healthier food in schools;
- ensure access to healthy, affordable food; and
- increase opportunities for physical activity.





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